

THE MAIN DIRECTIONS OF INCREASING THE EFFECTIVENESS OF DIGITAL MARKETING IN SMALL BUSINESS

Kholmamатов Diyor Haqberdievich

Independent Researcher of SamIES

Abstract. This article presents opinions on the role and importance of small business and private entrepreneurship in the economy today. In addition, the author developed proposals and recommendations for evaluating and increasing the efficiency of small business enterprises in the digital economy.

Key words: digital marketing, efficiency, small business, efficiency evaluation.

ОСНОВНЫЕ НАПРАВЛЕНИЯ ПОВЫШЕНИЯ ЭФФЕКТИВНОСТИ ЦИФРОВОГО МАРКЕТИНГА В МАЛОМ БИЗНЕСЕ

Холмаматов Диёр Ҳақбердиевич

Независимый исследователь СамИЭС

Абстрактный. В данной статье представлены мнения о роли и значении малого бизнеса и частного предпринимательства в экономике на сегодняшний день. Кроме того, автором разработаны предложения и рекомендации по оценке и повышению эффективности предприятий малого бизнеса в условиях цифровой экономики.

Ключевые слова: цифровой маркетинг, эффективность, малый бизнес, оценка эффективности.

In recent years, digital transformation or digitalization has become the main tool that determines both the global competitiveness of the country and the competitiveness of individual market participants. Most experts interpret digital transformation as a change in business and social models under the influence of large-scale new generation digital technologies. Digitization of business processes increases labor productivity in economic activity by approximately 40%.

Changes in the needs and behavior of potential consumers also affect consumer behavior. As a result, the decline in effectiveness of old business models is becoming global. The development of digital technologies, which involves multiplying the number of connections between the enterprise, consumers, intermediaries, suppliers and the entire socio-economic systems, is becoming an urgent issue today. The development of communication and synchronized integration leads to an increase in the volume of information in circulation.

M.E. Makhalov first considers the issue of dividing markets into types as the main directions of digital marketing development. That is, it shows the following: B2B and B2C markets, digitalization of corporate projects by business types, corporate portal, CRM systems, Internet supply systems and sales systems (planning system EPR resources) related to increasing the effectiveness of digital marketing are considering as directions. Also, for retail Internet projects (B2C), a web showcase (a simplified system for placing a price list with the possibility of accepting orders), an online store (a full-featured system for online commerce with individual patterns, consumer interactions with), Internet auctions, electronic trading platforms, catalogs provided by search engines ("Yandex.Market"); the development of various types of portal sites designed to attract different types of audiences is shown as the main directions of digital marketing development.

Based on the conducted research, customer relationship management was chosen as the main direction for improving the effectiveness of digital marketing in small businesses. The main goal of using a customer relationship marketing strategy for small businesses is to take the first place in terms of competitiveness, which means that the employees who are in contact with customers and actively interact with them are highly professional and qualified.

In small business practice, the following option of developing cooperation with customers, called personal management, has been developed. This function means that a personal manager assigned to a certain group of customers provides

a full cycle of products and services possible in a certain small business. Such a specialist makes a targeted selection of products and services that help strengthen the client's business. As a result, it contributes to the successful operation of a small business that implements a partnership program for cooperation with this consumer.

It is impossible without CRM technologies to establish long-term relationships with customers, to optimize small business resources for managing marketing relationships, which are offered as a target marketing concept of small business entities. CRM (Customer Relationship Management) is a customer relationship management technology aimed at retaining and attracting customers through marketing interactions, partnerships, individualization of relationships, and the formation of high relationship value. Modern CRM systems offer full capabilities and functions to increase the effectiveness of marketing activities, manage marketing costs and generally increase the profitability of the business. The main capabilities of these systems allow to automate the full cycle of marketing activities and optimize marketing processes: from planning and budgeting to implementation and analysis of the achieved results. All of this gives maximum flexibility to small businesses and enables marketing, sales and service professionals to respond quickly and in time to market changes.

Effective small business marketing requires strong coordination and close cooperation at various organizational levels. CRM system allows for centralized planning of marketing activities for small businesses. This approach can significantly improve the coordination of marketing activities across a small business and optimize the use of internal and external marketing resources. The flexibility of the developed planning process ensures rapid adaptation to changing market trends. Close integration with processes in the field of financial management, logistics and production is a unique advantage of CRM systems. Thanks to this integration, small businesses can plan all their marketing activities in a closed loop.

The CRM system provides a wide range of opportunities for developing cooperation with customers in small businesses and creating unique customer data based on this. In this regard, it is very important to define a customer relationship management algorithm in the context of marketing communications aimed at creating cooperative relationships with small business customers (Figure 1).

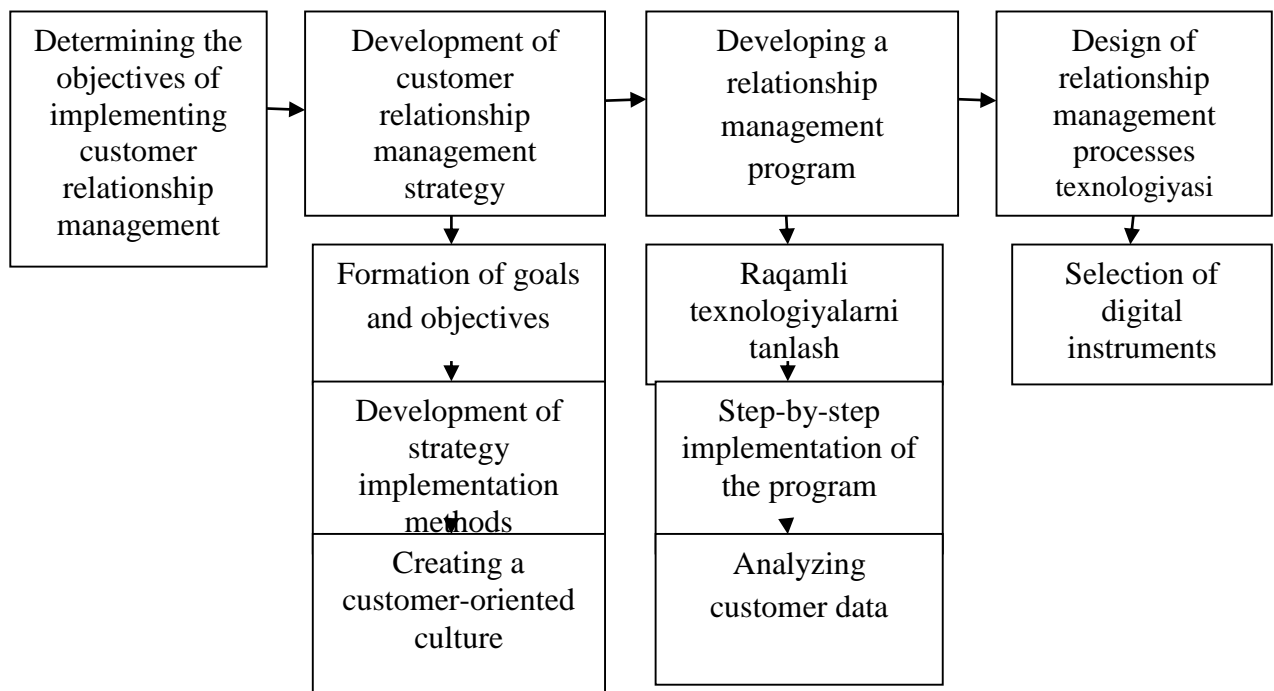


Figure 1. Algorithm of customer relationship management in small business.

Focusing more on customers is a profitable factor, and in-depth analysis of customer data allows to identify and differentiate the characteristics of different potential customer groups that the company wants to attract. In a dynamic market, new methods of operational segmentation of the customer base are needed. Leveraging the potential of CRM systems improves the entire campaign process and uses an effective target marketing approach.

The goals of using CRM in small business can be divided into five complementary groups:

1. Business management - the ability to plan and implement the process of selling products and services for a small enterprise: offering a new product portfolio to customer groups, increasing the number of products used, etc.

2. Improving work efficiency - a source of financial resources for small businesses, monitoring the actions of employees, analyzing and improving the processes of selling the company's products.

3. Organization of customer information and management of document flow elements - in one information field (financial indicators, transaction activity, relations with other customers, communication history) necessary to attract and develop customer relations availability of information.

4. Optimizing the interaction of small business with other infrastructures of the market - automating the interaction of employees based on the rapid transfer of information about customers.

5. Sales planning and analysis - obtaining information about the main events for customers, analyzing the number of potential customers of the bank, the probability of carrying out relevant operations, the stages of negotiations in planning future sales.

An organizational-economic mechanism of small business entities based on the concept of customer relationship management (CRM) is recommended in Figure 2. When creating a CRM-based system of small business entities, it is considered important to ensure mutual integration of small business activities, partners, sources of financial resources. It includes business strategy (mission, goals, tasks), business processes, organizational structure, infrastructure and relationships between them.

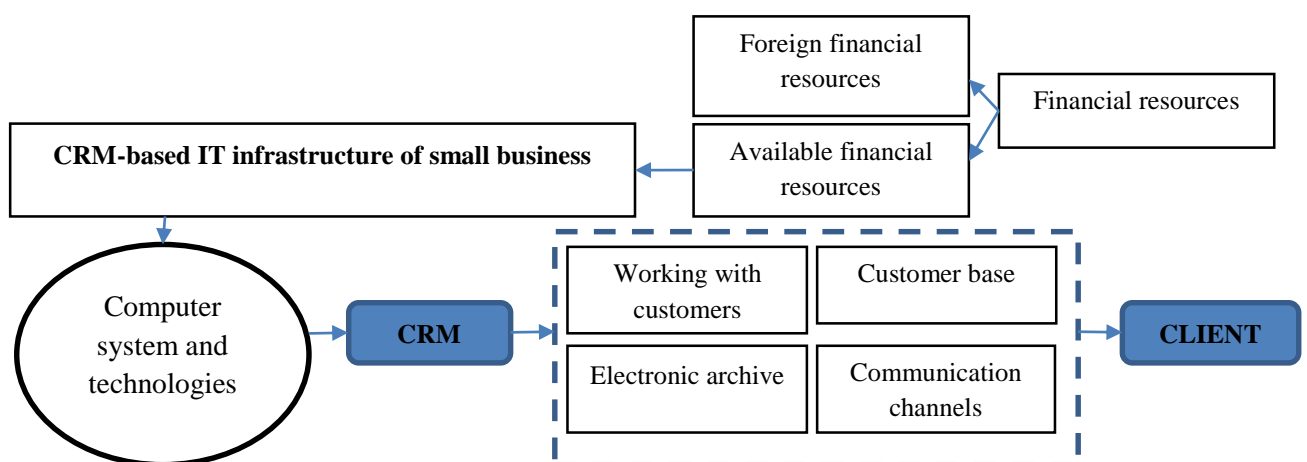


Figure 2. Organizational-economic mechanism of small business based on the concept of customer relationship management (CRM).¹

It is recommended to expand the number of communication channels in order to establish mutually beneficial relations with customers. This can be done by integrating communication channels with the CRM system, where all information about the customer is collected, processed, analyzed, response actions are formed for each fact, etc.

Information sources and customer data collected through communication channels of small business entities can be used for:

- improvement of marketing activities;
- identifying customer needs and producing customer-oriented product or service offers;
- ensuring trade efficiency;
- quick response to various types of service requests
- obtaining information about customer loyalty;
- obtaining information about the client's profitability;

The use of CRM in small business activities is the basis for creating a competitive advantage that can be strengthened by the information technology component.

CRM systems allow small businesses to benefit from business operations, business processes, and functional areas. It also creates competitive advantages such as reducing costs, improving customer experience, automating customer base analysis, and responding to changing customer needs.

The implementation of CRM systems is associated with serious risks and problems that can reduce the competitive potential of the system to zero. The main problems can be considered the lack of integration of CRM systems with external and internal databases and software, as well as the system's non-compliance with

¹ Muallif ishlanmasi

requirements. Problems and risks arise from the situation in which the system is implemented. Therefore, it is possible to achieve the maximum competitive advantage from the implementation and use of CRM systems in an optimal time frame and with minimal costs, only when CRM is available in small business activities.

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